

ABSTRACT

AUDIENCE'S UNDERSTANDING THE MESSAGE FROM VICTIMS OF SEXUAL HARASSMENT (Stuart Hall Reception Analysis On The Film "Photocopier")

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The film "Copying Light" is a film that raises the issue of sexual harassment that occurs to a female college student. The film "Copyist of Light" conveys a message through Suryani the main character in this film who is exposed to a case of sexual harassment is trying tenaciously to get his rights and know the truth of the case that happened to him. This film seeks to educate the Indonesian people about the issue of sexual harassment which is still very taboo. This research is a qualitative descriptive research, which in this study wants to see the meaning of the audience of film audiences regarding the issue of sexual harassment that occurs in victims in the film "Copyist of Light". The purpose of this study was to find out the various Meanings of Messages of Acts of Victims of Sexual Harassment in Light Copy films. This study is a quantifiable descriptive study with an encoding-decoding reception analysis method from Stuart Hall. The results of the study showed how the research informant entered into a position of dominant meaning. The first and second informants named Saputri and Ra'ardani as female informants are seen to have contextual affinity of the same sex as the main character in the film. The four informants agreed with the content of the message that was attempted to be conveyed in the film "Copyist of Light". The four agencies stated they agreed with the message in the film "Copyist of Light" which provides education and an example for victims and the public to dare to fight against cases of sexual harassment.

Keywords: Film, Photocopier Film, Film Meaning, Message meaning, Sexual harassment :

References : 56

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